

FROM THE EXECUTIVE DIRECTOR

Dear Colleagues,

I am pleased to share the Michigan Works! Association Training Catalog for February through June 2005. We have lined up a wide range of interesting topics, and an excellent selection of trainers who will share their expertise and insight on the issues you face in your work.

This catalog features popular workshops from your favorite trainers including: Getting Employers Involved in Job Retention (p.15), Developing a Plan for the Delivery of Employer Services (p.6) and Charting & Evaluating the Workforce Development Board's (WDB's) Progress Using Continuous Improvement (p.10). You will also want to check out our new workshops and trainers, like Merchandising Your One-Stop Center (p.12), Income Growth Strategies for Out-of-School Youth (p.13), Using MI-CAR for Career Planning and Placement (p.8) and Opening Doors to Your Future: A Life and Career Transition Program (p.9). We hope these workshops will offer new added value to your training experience, and keep you on the cutting edge of workforce development.

In our ongoing effort to expand and improve service to you, our catalog trainings are aligned with the National Association of Workforce Development Professionals (NAWDP) Certified Workforce Development Professional (CWDP) skill competency areas. NAWDP offers a CWDP credential to its members in their efforts to enhance the skills of workforce development professionals. Each of the training descriptions include identification of the NAWDP competency area that is covered. A full listing of the NAWDP competency areas is located on page 23 of this catalog. Training attendees will now easily be able to correlate our training to the NAWDP credentialing skill area.

The Michigan Works! Association continually strives to offer fresh, interesting, and relevant training. We look forward to seeing you at a workshop soon.

Sincerely,



Linda F. Kinney
Executive Director
Michigan Works! Association

FEBRUARY

- 15** **Developing a Plan for the Delivery of Employer Services**
Lansing
- 16** **Developing a Plan for the Delivery of Employer Services** *(repeat)*
Grand Rapids
- 17** **Designing Programs for Out-of-School and Older Youths**
Grand Rapids

MARCH

- 9** **Using MI-CAR for Career Planning and Placement**
Lansing *(Morning Only)*
- 9** **Using MI-CAR for Career Planning and Placement** *(repeat)*
Lansing *(Afternoon Only)*
- 23** **Opening Doors to Your Future: A Life and Career Transition Program**
Lansing

APRIL

- 19** **Charting and Evaluating the WDB's Progress Using Continuous Improvement**
Kalamazoo
- 20** **Charting and Evaluating the WDB's Progress Using Continuous Improvement** *(repeat)*
Ann Arbor
- 21** **Effective Service Design Development for Youth and Dislocated Workers**
Ann Arbor

MAY

- 9** Merchandising Your One-Stop Center
Saginaw
- 10** Income Growth Strategies for Out-of-School Youth
Saginaw
- 11** Income Growth Strategies for Out-of-School Youth *(repeat)*
Troy
- 12** Case Load Management Strategies
Troy

JUNE

- 6** Getting Employers Involved in Job Retention
Mt. Pleasant
- 7** Job Development: Convincing Employers to Hire the Hard-to-Serve
Mt. Pleasant
- 8** Marketing One-Stop Centers
Lansing

UPCOMING EVENTS

2005 Michigan Works! for People Conference
September 11-13, 2005

Soaring Eagle Casino and Resort
Mt. Pleasant



MICHIGAN WORKS! ASSOCIATION

Michigan Works! Association is recognized nationally as the largest and most progressive workforce development association in the country. It was established in 1987 to foster high-quality employment and training programs by providing training, technical support and a forum for information exchange for the entire Michigan Works! System and its members - the Michigan Works! Agencies.

MICHIGAN WORKS! AGENCIES

Area Community Service Employment and Training Council, Grand Rapids
Michigan Works! Berrien-Cass-Van Buren, Benton Harbor
Calhoun Intermediate School District, Marshall
Capital Area Michigan Works!, Lansing
Career Alliance, Inc., Flint
Central Area Michigan Works! Consortium, Greenville
Detroit Workforce Development Department, A Michigan Works! Agency, Detroit
Eastern Upper Peninsula Michigan Works!, Sault Ste. Marie
Kalamazoo-St. Joseph Michigan Works!, Kalamazoo
Michigan Works! The Job Force Board/Six County Employment Alliance, Escanaba
Livingston County Michigan Works!, Howell
Macomb-St. Clair Workforce Development Board, Inc., Clinton Township
Muskegon/Oceana Consortium, Muskegon
Northeast Michigan Consortium, Onaway
Northwest Michigan Council of Governments, Traverse City
Oakland County Michigan Works! Workforce Development Division, Pontiac
Ottawa County Michigan Works!/Community Action Agency, Holland
Michigan Works! Region 7B Employment and Training Consortium, Harrison
Saginaw-Midland-Bay Michigan Works!, Saginaw
South Central Michigan Works!, Hillsdale
Southeast Michigan Community Alliance (SEMCA) Michigan Works!, Taylor
Thumb Area Michigan Works!, Marlette
Washtenaw County Workforce Development Board/Employment Training and Community Services Group, Ypsilanti
Michigan Works! West Central, Big Rapids
Western Upper Peninsula Michigan Works!, Ironwood

To learn more about the Michigan Works! Association and the Michigan Works! Agencies visit our website at:

WWW.MICHIGANWORKS.ORG

REGISTRATION DETAILS

WHAT IS MICHIGAN WORKS! TRAINING?

The Michigan Works! Association provides a variety of training to Michigan's workforce development professionals. Michigan Works! Association training is open to staff of Michigan Works! Agencies (MWAs), Associate Members, MWA subcontractors and partner agencies, Michigan Department of Labor and Economic Growth staff and the general public. Early registration is recommended. Space is limited.

HOW DO I REGISTER?

Registrations are accepted by mail or fax up to three business days before the day of training. All registrations must include payment, a purchase order or the equivalent. Receipts are available upon request for on-site registration payments. The registration fee includes lunch, unless otherwise stated, and materials. If the registration fee is not received prior to the workshop, you will be invoiced.

Registrations are accepted on a first-come, first-served basis. Your registration will be confirmed by e-mail or fax. Initially, each agency is limited to three registrants per workshop. Additional registrants will be put on a waiting list and contacted if space becomes available. You will be notified if you are put on a waiting list. Please call (517) 371-1100, ext. 209 for further information.

POLICY FOR LATE PAYMENT

Advance payment of training registrations is strongly encouraged. Should you prefer to receive an invoice, it is very important that you include the correct **billing** address on your registration form to ensure timely payment processing.

A 5% late fee will be added to the outstanding balance of each invoice that has aged more than 30 days. A 5% late fee will be assessed each month until the invoice is paid in full. Any organization that has three late payment occurrences will be precluded from attending training unless their registrations have been paid in advance.

WHAT HAPPENS IF I WANT TO CANCEL MY REGISTRATION?

You may cancel your registration by **FAX** up to three business days prior to the workshop and receive a full refund. Cancellations received less than three business days prior to the workshop will be invoiced, and any payments received will not be refunded. Substitutions are welcome.

WHERE DO I STAY DURING THE WORKSHOP?

Lodging accommodations are the responsibility of the participant. Michigan Works! Association does not generally set guest room blocks for one-day training sessions, unless otherwise noted in the workshop description.

AUXILIARY AIDS AND SERVICES

Auxiliary aids and services are available upon request to individuals with disabilities by notifying Michigan Works! Association two weeks prior to the workshop.

DEVELOPING A PLAN FOR THE DELIVERY OF EMPLOYER SERVICES

**FEBRUARY 15
FEBRUARY 16**

**LANSING
GRAND RAPIDS**

INTRODUCTION:

The pending reauthorization of workforce development legislation provides insight into the types of employer services that Congress expects local areas to deliver. Over the past several years, states and local areas have been taking the lead on providing employer services through fee for services, business intermediaries, incumbent and employed worker programs, and pre-screening assessments. Sometimes employer services are jobseeker services marketed differently, and sometimes they are very distinct from jobseeker services.

AGENDA:

- Provide a road map for the development of employer services appropriate to your local area
- Explore the various types of employer services currently being implemented
- Discuss ideas for implementing an employer services plan

PRESENTED BY:

Rochelle Daniels is an attorney who is nationally known for her expertise in the field of workforce development. Ms. Daniels brings a wealth of hands-on experience that reflects her knowledge on all phases of administering workforce development programs.

DETAILS:

When:	February 15, 2005 Registration: 8:30 - 9:00 AM Workshop: 9:00 AM - 4:00 PM Registration Deadline: February 7, 2005	Or:	February 16, 2005 Registration: 8:30 - 9:00 AM Workshop: 9:00 AM - 4:00 PM Registration Deadline: February 8, 2005
Where:	Holiday Inn Lansing West - Lansing 7501 W. Saginaw Hwy. Lansing, MI 48917 (517) 627-3211		Best Western Midway - Grand Rapids 4101 28th Street SE Grand Rapids, MI 49512 (616) 942-2550
Fee:	\$60.00 Member/ Associate Member \$100.00 Non-Member		\$60.00 Member/ Associate Member \$100.00 Non-Member

DESIGNING PROGRAMS FOR OUT-OF-SCHOOL AND OLDER YOUTH

FEBRUARY 17

GRAND RAPIDS

INTRODUCTION:

Anticipating changes in the way youth funds are being allocated, local areas are gearing up for the differences in programming necessary to shift more funds to out-of-school youth services. This session will also consider such issues as procurement in rural areas and waiver requests regarding youth services.

AGENDA:

- Best practices in recruitment of a population which is not a captured audience, as are in-school youth
- The types of programs successful with older youths
- Creating a safer work environment
- Issues to consider when working with youth offenders and foster-care youth
- Youth performance measures as defined both currently and in the common measures

PRESENTED BY:

Rochelle Daniels is an attorney who is nationally known for her expertise in the field of workforce development. Ms. Daniels brings a wealth of hands-on experience that reflects her knowledge on all phases of administering workforce development programs.

DETAILS:

When: February 17, 2005
Registration: 8:30 - 9:00 AM
Workshop: 9:00 AM - 4:00 PM
Registration Deadline: February 9, 2005

Where: Best Western Midway - Grand Rapids
4101 28th Street SE
Grand Rapids, MI 49512
(616) 942-2550

Fee: \$60.00 Member / Associate Member
\$100.00 Non-Member

USING MI-CAR FOR CAREER PLANNING AND PLACEMENT

MARCH 9 (MORNING)
MARCH 9 (AFTERNOON)

LANSING
LANSING

INTRODUCTION:

Join us for a fun-filled “ride” on the Michigan Department of Labor and Economic Growth’s new CD-ROM, MI-CAR. MI-CAR offers a wide variety of detailed career and labor market information to help you and your clients explore career options and to help prepare clients for the career of their choice. Take several self-assessments, including O’NET’s Work Importance Locator and Interest Profiler, explore career clusters, and link to national, state, educational and workforce development websites.

AGENDA:

- What is MI-CAR?
- Perform self-assessments
- Explore Career Clusters
- Search by knowledge, skills and abilities (KSA)
- Find “Best Match” occupations
- Create detailed profiles of occupations of your choice
- Use workforce development links to find jobs and employers in your geographic area

PRESENTED BY:

Karen Reiff, Human Resource Development Services, Haslett, MI. Karen has been a career counselor, trainer and workforce development specialist for over 27 years, and is a certified Career Development Facilitator Instructor and currently the Career Preparation Coordinator for Ingham Intermediate School District.

DETAILS:

When:	March 9, 2005	Or:	March 9, 2005
	Registration: 8:30 - 9:00 AM		Registration 12:30 - 1:00 PM
	Workshop: 9:00 AM - 12:00 PM		Workshop: 1:00 - 4:00 PM
	Registration Deadline: March 1, 2005		Registration Deadline: March 1, 2005

→ ALL ATTENDEES MUST PRE-REGISTER FOR THESE SESSIONS

Where:	Western Michigan University - Lansing Campus 6105 West St. Joseph Hwy. Lansing, MI 48917 (517) 327-1480	Western Michigan University - Lansing Campus 6105 West St. Joseph Hwy. Lansing, MI 48917 (517) 327-1480
Fee:	\$30.00 Member / Associate Member \$50.00 Non-Member (lunch is not provided)	\$30.00 Member / Associate Member \$50.00 Non-Member (lunch is not provided)

OPENING DOORS TO YOUR FUTURE: A LIFE AND CAREER TRANSITION PROGRAM

MARCH 23

LANSING

INTRODUCTION:

The concept of retirement as a “winding down” or “extended vacation” is obsolete. The new retirement is now viewed as a new life where the distinction between working and retiring is blurring. This Career Transition course will focus on the non-financial aspects of retirement, and will help prospective retirees create a transition plan. Participants will consider if their time will be spent working in a related career field, an entirely different area or in voluntary activities. They will also explore techniques for assisting customers with retirement concepts and forethought. The final outcome for the day will be the development of an action plan. This workshop helps prospective Career Development Facilitator (CDF) participants assess long-term interest in the workforce development field. Participants will leave with a copy of the six modules for successful career transition.

AGENDA:

- Historical perspective of work and retirement
- Your values/personal characteristics - how they fit into your future life roles
- Defining your personal elements for success
- Assessment interpretation and its use in future career and life planning
- The Internet - a tool for career and life transition

PRESENTED BY:

Robert B. Thelen, President, Career and Workforce Development Service, LLC. Bob spent over thirty years directing workforce and career services at Ingham Intermediate School District. In addition to conducting career-transition workshops for companies and unions, Bob is also the Chief Training officer for Capital Area Michigan Works!, and this past year conducted four Career Development Facilitator (CDF) training programs for the Michigan Works! Association.

DETAILS:

When: March 23, 2005
Registration: 8:30 - 9:00 AM
Workshop: 9:00 AM - 4:00 PM
Registration Deadline: March 15, 2005

IMPORTANT

Prior to attending the Career Transition Program, program attendees will be required to complete the Strong Interest Inventory and Myers Briggs Type Inventory (MBTI) via the Internet.

→ ALL ATTENDEES MUST PRE-REGISTER FOR THIS SESSION

Where: Western Michigan University - Lansing Campus
6105 West St. Joseph Hwy.
Lansing, MI 48917
(517) 327-1480

Fee: \$60.00 Member / Associate Member
\$100.00 Non-Member

Aligned to NAWDP CWDP competency rating: 2, 5, 8

CHARTING AND EVALUATING THE WDB'S PROGRESS USING CONTINUOUS IMPROVEMENT

APRIL 19
APRIL 20

KALAMAZOO
ANN ARBOR

INTRODUCTION:

It's not enough for the Workforce Development Boards (WDBs) to mandate the system's transformation to a continuous improvement approach. They must lead the system in this change by modeling and guiding the One-Stops, partners and service providers in continuous improvement. Come receive One-Stop chartering criteria, a process to transform your One-Stops to high-performance workplaces, and learn how to apply these effective techniques to your WDB.

AGENDA:

- The definition and purpose of chartering
- How to use a continuous improvement chartering process approach to charter and re-charter One-Stops
- Tools to charter / re-charter One-Stops
- How to use the approach to evaluate progress and prompt improvements
- How to apply this approach to Workforce Development activities

PRESENTED BY:

Richalene (Ricki) M. Kozumplik, Owner of AHA Consulting, and Treasurer of the North Central Indiana Workforce Board, is a workforce development professional who has been in the field for more than 28 years. The National Association of Workforce Development Professionals chose Ricki as Workforce Development Professional of the Year in 1996, and the National Alliance of Business awarded her organization Private Industry Council of the Year in 1995.

DETAILS:

When:	April 19, 2005 Registration: 8:30 - 9:00 AM Workshop: 9:00 AM - 4:00 PM Registration Deadline: April 11, 2005	Or:	April 20, 2005 Registration: 8:30 - 9:00 AM Workshop: 9:00 AM - 4:00 PM Registration Deadline: April 12, 2005
Where:	Holiday Inn West - Kalamazoo 2747 South 11th Street Kalamazoo, MI 49009 (269) 375-6000		Kensington Court Ann Arbor 610 Hilton Blvd. Ann Arbor, MI 48108 (734) 761-7800
Fee:	\$60.00 Member / Associate Member \$100.00 Non-Member		\$60.00 Member / Associate Member \$100.00 Non-Member

EFFECTIVE SERVICE DESIGN DEVELOPMENT FOR YOUTH AND DISLOCATED WORKERS

APRIL 21

ANN ARBOR

INTRODUCTION:

Are you struggling to find the right approach to serve specific populations? Do the normal approaches fall flat when trying to reach youth and dislocated workers? Come learn the elements of effective service design development, what others have found to be successful in serving these groups, and how you can develop and maintain services that attract and keep these targeted populations.

AGENDA:

- Characteristics of youth and dislocated workers you must know to plan appropriate services
- Elements of effective service design for Youth and Dislocated Workers
- How to develop and maintain an effective service design

PRESENTED BY:

Richalene (Ricki) M. Kozumplik, Owner of AHA Consulting, and Treasurer of the North Central Indiana Workforce Board, is a workforce development professional who has been in the field for more than 28 years. The National Association of Workforce Development Professionals chose Ricki as Workforce Development Professional of the Year in 1996, and the National Alliance of Business awarded her organization Private Industry Council of the Year in 1995.

DETAILS:

When: April 21, 2005
Registration: 8:30 - 9:00 AM
Workshop: 9:00 AM - 4:00 PM
Registration Deadline: April 13, 2005

Where: Kensington Court Ann Arbor
610 Hilton Blvd.
Ann Arbor, MI 48108
(734) 761-7800

Fee: \$60.00 Member / Associate Member
\$100.00 Non-Member

MERCHANDISING YOUR ONE-STOP CENTER

MAY 9

SAGINAW

INTRODUCTION:

Merchandising is how you present, visually communicate, and display your products and services in a convenient, comfortable and welcoming environment. This workshop will help you re-conceptualize your One-Stop Center as a “retail store,” and apply private-sector merchandising strategies for your “products.” After conducting a self-assessment of your current merchandising practices, you will use the latest research to continuously improve your greeting area and resource room to motivate and encourage self-service and product use. Leave with plenty of practical ideas for creating a more visually exciting and inviting Center.

AGENDA:

- Re-conceptualize your One-Stop Center as a “retail store,” and apply private-sector merchandising strategies for your “products”
- Learn how you present, visually communicate, and display your products and services in a convenient, comfortable and welcoming environment
- Brainstorm ideas to improve your greeting area and resource room to motivate and encourage self-service and product use

PRESENTED BY:

Kip Stottlemeyer is a high-energy trainer who integrates staff capacity building, operational practices and behavioral modeling into his seminars. His content knowledge covers a broad spectrum of workforce subjects, including customer satisfaction, One-Stop system strategies, and designing quality programs. Kip’s personal front-line experience ensures that his recommendations are grounded in realism. Starting as a front-line counselor, Kip moved into local system management and staff development, he now shares his experience and ideas to effect positive change throughout the workforce development community.

DETAILS:

When: May 9, 2005
Registration: 8:30 - 9:00 AM
Workshop: 9:00 AM - 4:00 PM
Registration Deadline: April 29, 2005

Where: Howard Johnson Plaza Hotel
400 Johnson St.
Saginaw, MI 48607
(989) 753-6608

Fee: \$60.00 Member / Associate Member

INCOME GROWTH STRATEGIES FOR OUT-OF-SCHOOL YOUTH

**MAY 10
MAY 11**

**SAGINAW
TROY**

INTRODUCTION:

Need a new perspective for serving your out-of-school youth? Starting with a work attachment mode and providing a full array of services (including youth development) that assists young people in making a successful transition into productive adulthood could help lead to improved local performance on employment retention rates and earnings change measures. This workshop will explore ideas to build a young person's work and personal skills through labor market attachment, and assist you in designing activities that tap into young people's natural motivations and desires to have tangible successes.

AGENDA:

- Explore ideas to build a young person's work skills through labor market attachment
- Design activities that tap into young people's natural motivations and desires to have tangible successes
- Provide a full array of services that assist young people in making a successful transition into productive adulthood
- Improve local performance against employment retention rates and earnings change measures

PRESENTED BY:

Kip Stottlemeyer is a high-energy trainer who integrates staff capacity building, operational practices and behavioral modeling into his seminars. His content knowledge covers a broad spectrum of workforce subjects, including customer satisfaction, One-Stop system strategies, and designing quality programs. Kip's personal front-line experience ensures that his recommendations are grounded in realism. Starting as a front-line counselor, Kip moved into local system management and staff development, he now shares his experience and ideas to effect positive change throughout the workforce development community.

DETAILS:

When: May 10, 2005
Registration: 8:30 - 9:00 AM
Workshop: 9:00 AM - 4:00 PM
Registration Deadline: May 1, 2005

Where: Howard Johnson Plaza Hotel
400 Johnson St.
Saginaw, MI 48607
(989) 753-6608

Fee: \$60.00 Member / Associate Member
\$100.00 Non-Member

Or: May 11, 2005
Registration: 8:30 - 9:00 AM
Workshop: 9:00 AM - 4:00 PM
Registration Deadline: May 2, 2005

Embassy Suites Hotel
850 Tower Drive
Troy, MI 48098
(248) 879-7500

\$60.00 Member / Associate Member
\$100.00 Non-Member

CASELOAD MANAGEMENT STRATEGIES

MAY 12

TROY

INTRODUCTION:

Through legislation, reauthorization and system changes, one role continues to remain vital to our success - case management. Yet in today's service delivery system, case managers have to juggle multiple customer types, manage a variety of customer activities, track performance across several programs, and maintain relationships with employers and system partners. In this session, we will discuss and gain insight on how to manage caseloads by creating "cohorts" of like customers, creating services that are common across customer groups, and tracking "groups" of customers over time instead of "individuals."

AGENDA:

- Explore ideas to group customers by likeness (both during and post-program) in order to manage and design activities
- Brainstorm the activities that cohort groups have in common, and discuss ways to standardize these services so they are available when and how customers need them
- Discover strategies to manage customers over time and how to better manage your time by determining the intensity in which services are delivered at given points in time.

PRESENTED BY:

Kip Stottlemeyer is a high-energy trainer who integrates staff capacity building, operational practices and behavioral modeling into his seminars. His content knowledge covers a broad spectrum of workforce subjects, including customer satisfaction, One-Stop system strategies, and designing quality programs. Kip's personal front-line experience ensures that his recommendations are grounded in realism. Starting as a front-line counselor, Kip moved into local system management and staff development, he now shares his experience and ideas to effect positive change throughout the workforce development community.

DETAILS:

When: May 12, 2005
Registration: 8:30 - 9:00 AM
Workshop: 9:00 AM - 4:00 PM
Registration Deadline: May 3, 2005

Where: Embassy Suites Hotel
850 Tower Drive
Troy, MI 48098
(248) 879-7500

Fee: \$60.00 Member / Associate Member
\$100.00 Non-Member

GETTING EMPLOYERS INVOLVED IN JOB RETENTION

JUNE 6

MT. PLEASANT

INTRODUCTION:

Some of the most impressive gains in client job retention occur when employers are actively involved. Yet most agencies have a hard time selling the concept to the business community, and are treated as if the post-placement service is an annoyance rather than a service. We need to move away from "labor exchange" and toward "selling retention." Performance standards almost require it.

At this session, we will look at what services to promote, how to sell them and how to provide a valuable service. We will look at various options for providing post-placement services, and how to intervene tactfully when problems arise.

AGENDA:

- Ten services that you can offer to employers that impact retention
- How to sell post-placement and retention services
- Building a consistent strategy so business leaders know what to expect
- How to intervene when all goes wrong
- 3 Models for offering retention services to employers

PRESENTED BY:

Jodie Sue Kelly was awarded the 2004 NAWDP Professional Development Award for her 26 years of service working in employment and training. A popular trainer, Jodie Sue Kelly has worked in programs providing direct service and as a national level consultant and trainer who speaks around the nation on workforce issues.

DETAILS:

When: June 6, 2005
Registration: 8:30 - 9:00 AM
Workshop: 9:00 AM - 4:00 PM
Registration Deadline: May 27, 2005

Where: Pohlcat Clubhouse
6595 E. Airport Road
Mt. Pleasant, MI 48858
(989) 773-4221

Fee: \$60.00 Member / Associate Member
\$100.00 Non-Member

JOB DEVELOPMENT: CONVINCING EMPLOYERS TO HIRE THE HARD-TO-SERVE

JUNE 7

MT. PLEASANT

INTRODUCTION:

Self-directed job placement has been the trend, but simply isn't enough for clients who have major barriers to employment or who live in areas with high jobless rates. Staff must take the lead and seek out job openings, "sell" employers on particular clients, and maintain good relationships, even when placements turn out badly.

In this training session you will learn practical and innovative ways to "position" your program in the community; identify job openings; use telemarketing and direct mail; make sales calls that get results; match clients to jobs; keep employers engaged to improve job retention; and satisfy employers so they will hire from you repeatedly.

AGENDA:

- Identify job openings and how to close sales
- Positioning against the competition: two "Must Have" sales techniques
- Developing sales presentations to overcome objections, skepticism and indifference
- No Fail Closings: walk away with something
- Using Direct Mail to make placements and telephone canvassing techniques
- What to do when placements go bad

PRESENTED BY:

Jodie Sue Kelly was awarded the 2004 NAWDP Professional Development Award for her 26 years of service working in employment and training. A popular trainer, Jodie Sue Kelly has worked in programs providing direct service and as a national level consultant and trainer who speaks around the nation on workforce issues.

DETAILS:

When: June 7, 2005
Registration: 8:30 - 9:00 AM
Workshop: 9:00 AM - 4:00 PM
Registration Deadline: May 27, 2005

Where: Pohlcat Clubhouse
6595 E. Airport Road
Mt. Pleasant, MI 48858
(989) 773-4221

Fee: \$60.00 Member / Associate Member
\$100.00 Non-Member

MARKETING ONE-STOP CENTERS

JUNE 8

LANSING

INTRODUCTION:

This workshop is designed to show you how to substantially increase traffic through your One-Stop - with both employers and job seekers. In this training session you will learn how to develop and implement a successful, low-cost promotion plan. You'll get specific suggestions about which kinds of marketing activities to do, how to implement and when to advertise. You will construct a promotional plan and several promotional pieces.

AGENDA:

- Increasing customer traffic into the One-Stop (or your program)
- How to design a promotional plan
- Writing powerful copy and headlines that work
- Marketing techniques
- Do's and don't of advertising
- How to do target marketing to attract niche markets
- Writing a promotion plan
- Getting employers to use the One-Stop through advertising

PRESENTED BY:

Jodie Sue Kelly was awarded the 2004 NAWDP Professional Development Award for her 26 years of service working in employment and training. A popular trainer, Jodie Sue Kelly has worked in programs providing direct service and as a national level consultant and trainer who speaks around the nation on workforce issues.

DETAILS:

When: June 8, 2005
Registration: 8:30 - 9:00 AM
Workshop: 9:00 AM - 4:00 PM
Registration Deadline: June 1, 2005

Where: Best Western Midway Hotel Lansing
7711 W. Saginaw Hwy.
Lansing, MI 48917
(517) 627-8471

Fee: \$60.00 Member / Associate Member
\$100.00 Non-Member

REGISTRATION FORM

PLEASE PRINT

WORKSHOP NAME: _____

WORKSHOP DATE: _____

FEE: _____

MEMBER NUMBER: _____

MEMBER/ASSOCIATE MEMBER FEE: \$60

NON-MEMBER FEE: \$100

* unless otherwise noted

NAME: _____

AGENCY: _____

BILLING ADDRESS: _____

CITY/STATE: _____ **ZIP:** _____

PHONE: () _____ **FAX:** () _____

EMAIL: _____

MWA: _____

Do you need auxiliary aids/services or have special dietary needs?

Describe:

RETURN WITH PAYMENT TO: MICHIGAN WORKS! ASSOCIATION
2500 Kerry Street, Suite 210
Lansing, MI 48912-3657
Phone: (517) 371-1100 Fax: (517) 371-1140

Advance payment of training registrations is strongly encouraged. All registrations must include payment, a purchase order or the equivalent.

CANCELLING A REGISTRATION:

You may cancel your registration by **FAX** up to three business days prior to the workshop and receive a full refund. Cancellations received less than three business days prior to the workshop will be invoiced, and any payments received will not be refunded. No Shows will be billed. Substitutions are welcome. The Training Registrar FAX number is **(517) 371-1140**.

INVITATION FOR ASSOCIATE MEMBERSHIP

JOIN THE MICHIGAN WORKS! ASSOCIATION

Michigan Works! Association offers Associate Membership to all individuals and organizations interested in knowing the latest developments in federal, state, and local workforce development programs, issues, legislation and policy.

Michigan Works! Association is the only organization of its kind in Michigan. We track the broad spectrum of workforce development legislation and policy, and help you understand how your programs will be affected. We offer training sessions and conferences specially customized to meet your needs as workforce development professionals. We represent you, the Michigan Works! System, with national, state and local constituencies.

Michigan Works! Association has national prominence as a workforce development association. Established in 1987, we foster high-quality workforce and career development programs by providing support activities and a forum for information exchange for Michigan's workforce development system.

THE BENEFITS OF MEMBERSHIP



Save Money

Save \$50 on each registration for the annual Michigan Works! for People Conference at the member rate.

Save \$40 on each registration for Michigan Works! Association training sessions at the member rate.

Early Access to Training

Early access to view and register for catalog training via the Michigan Works! Association website.

Access to specialty trainers brought to your location covering a broad spectrum of topics.



Stay Current

Timely legislative updates emailed in an easy-to-read bulletin format.

Be Visible

Recognition in Newslines of your membership and support.
Identification of your agency as an Associate Member on our website.



All for only **\$400 annually.**

WHO CAN JOIN?

All individuals and agencies with an interest in workforce development, service delivery staff, subcontracting agencies, and partner agencies and staff are eligible to join the Michigan Works! Association. Organizational memberships will be based on distinct federal employer identification numbers.

Please direct your questions regarding Associate Membership to Gudrun Patton, Marketing Director, Michigan Works! Association, (517) 371-1100, ext 208.

APPLICATION FORM IS ON THE NEXT PAGE.

APPLICATION FOR ASSOCIATE MEMBERSHIP

PLEASE PRINT

CONTACT PERSON: _____

ORGANIZATION: _____

ADDRESS: _____

CITY/STATE: _____ **ZIP:** _____

PHONE: () _____ **FAX:** () _____

EMAIL: _____

MEMBERSHIP TYPE: _____ INDIVIDUAL _____ ORGANIZATION

FEDERAL EMPLOYER IDENTIFICATION NUMBER (Organizations only): _____

Return application and check to: Michigan Works! Association
2500 Kerry Street, Suite 210
Lansing, MI 48912-3657

Associate Membership application forms and information are also available at www.michiganworks.org.

OUR ASSOCIATE MEMBERS

The following organizations are already enjoying the benefits of Associate Membership with the Michigan Works! Association. We appreciate their support!



Arab American Chaldean Council
Arnold Center
Baker College of Flint
Baker College of Owosso
Bangor Michigan Works!
Clinton Task Force on Employment, Inc.
Detroit's Work Place
Downriver Community Conference
Eagle Village
Eaton Intermediate School District
Employment & Training Designs, Inc.
Every Woman's Place
Foundation for Behavioral Resources
Goodwill Industries of Greater Detroit
Goodwill Industries of Greater Grand Rapids, Inc.
Goodwill Industries of Southwestern Michigan
Grand Rapids Community College
Grand Rapids Public Schools
Hope Network North Michigan
Ingham Intermediate School District
Jackson Housing Commission
Kandu Industries
Kellogg Community College
Lansing Community College
Michigan State AFL-CIO Human Resources Development, Inc.
Michigan Virtual University
Mid Michigan Industries, Inc.
Monroe County Employment & Training Department
Monroe County ISD - Youth Opportunity Program
Newaygo County RESA
North Central Michigan College
Northeast Michigan Community Service Agency, Inc.
Oak Park Career Center
Peckham, Inc.
Region IV Area Agency On Aging
ROSS Innovative Employment Solutions
SER Metro-Detroit
Southfield Career Center
SVRC Industries
Telamon Corporation
The Resource Network
Traverse Bay Area Intermediate School District
Troy Career Center
Walled Lake Career Center
Waterford Career Center
White Lake Area Community Education
Zeeland Public Schools

BROKERED TRAINING AND CONSULTING SERVICES



It's Easy!

Scheduling one of the fantastic Michigan Works! Association trainers or consultants to come on-site at your location takes only a simple call to the Michigan Works! Association Training Department. A Training Coordinator will do all the scheduling for you and can provide you with assistance in selecting a trainer or consultant who best meets your needs.



It's Quick!

Our staff makes your request a top priority and trainers or consultants are often able to come on-site in a couple of weeks. All of our trainers and consultants services have been pre-screened and categorized for quick, concise reference. All procurement has been done for you, so it's a service that's ready to go.



It's Flexible!

Trainers and consultants are able to customize the brokered services your agency requires. The needs of your agency are unique, so should the training and consulting. Brokered training and consulting offers a variety of trainers and consultants able to meet the changing challenges of workforce development agencies and professionals.



It's Affordable!

Our trainers and consultants offer some of the most reasonable rates around. Most trainers are also able to work within budgets and consultants offer government, non-profit and flat-project fees. Call us for an estimate on any of the services.



Contact us Today!

We are ready to schedule the training you need. For more information on Brokered Training and Consulting Services available through the Michigan Works! Association contact Kathryn Tuck, Training Coordinator at 517-371-1100, ext. 203 or at tuckk@arialink.com.

NAWDP CERTIFIED WORKFORCE DEVELOPMENT PROFESSIONAL (CWDP) COMPETENCY DEFINITIONS

- 1. History and Structure of the Workforce Development System:** Understands the history and structure of the nation's multiple workforce development programs and how this impacts the current system. Is able to relate public workforce development policy, initiatives and funding sources with the current system. Is able to interpret current laws and structure to deliver appropriate services, and understands how their own work impacts the system's goals.
- 2. Career Development Process:** Understands the process by which individuals 1) define their career goals; 2) prepare for, search for, and retain employment; and 3) build skills, advance and change employment. Is able to identify the kinds of information individuals need, including assessment, in order to make realistic career decisions, and where that information can be found. Knows what skills are needed to search for, obtain, retain and change employment.
- 3. Labor Market Information (LMI):** Understands the kinds of labor market information available and the uses of such information. Is able to access, analyze, and use local, state, and national electronic and non-electronic LMI delivery systems.
- 4. Diversity:** Understands the special employment needs of diverse groups. Is able to adapt materials and services to address these needs.
- 5. Customer Service:** Understands who are the principal customers of the workforce development system. Is able to identify their needs and expectations and what constitutes positive customer satisfaction. Places appropriate emphasis on "excellence" and "speed of response" in work performance.
- 6. Program Management:** Understands how programs are designed to use appropriate service strategies to meet program goals. Understands how budgets are developed and costs are tracked for individual programs. Is able to use indicators and established instruments to document program performance and outcomes.
- 7. Communication:** Has good listening skills, and is able to write clearly, including writing a good memo. Is able to speak to single individuals or large groups, in order to teach, inform or persuade.
- 8. Technology:** Understands basic computer technology used in workforce development. Is able to demonstrate proficiency or understanding of various computer software applications and the Internet.
- 9. Collaboration and Problem Solving:** Understands the basic principles of teamwork. Is able to deal with customers, colleagues, agencies and partner associates in a positive, professional manner. Is knowledgeable about the range of services in the community, and develops and maintains relationships with partners to deliver a comprehensive array of services to customers.
- 10. Business and Employer Knowledge:** Understands business and employer needs, how the private economy works, the concepts of profit and loss and return on investment (ROI), recruitment and retention of workers, and the role of workforce development in economic development.